Pearson BTEC Level 3 Nationals

Window for supervised period:
Monday 29 November 2021 – Friday 21 January 2022

Supervised hours 5 hours

Paper reference **20177K**

Music Performance

UNIT 2: Professional Practice in the Music Industry

Part S

You do not need any other materials.

Instructions

- This booklet contains materials for the completion of the set task under supervised conditions.
- This booklet is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- This booklet must be kept securely until the start of the assessment period timetabled by Pearson.

Information

- The total mark for this paper is 70.

Turn over ▶

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Instruction to Teachers/Tutors

Centres should refer to the *BTEC Nationals Instructions for Conducting External Assessments* (ICEA) document for full information on the conduct of monitored and formally supervised assessment. See the Pearson website for details.

The set task should be carried out with **three hours** monitored preparation followed by **five hours** to complete the assessment task under formal supervision. Centres must arrange these eight hours within the assessment period timetabled by Pearson.

Within the three hours of **monitored preparation**, learners should read the task and carry out independent research, for example into resources and costings. They may have access to the internet, books, class notes and other published material.

Learners must work independently and must not be given guidance or feedback.

Learner notes are the outcome of their monitored preparation. Learners may prepare up to four sides of A4 notes to use during the supervised assessment task. These must be hard copies and can either be handwritten or word processed. If word processed, the font size must be 10 points minimum. Learners should not be given any support in writing or editing notes. Other content is not permitted.

Learner notes:
- should be written in bullet point form
- must not contain full sentences or extended writing
- must not contain pre-prepared wording for the presentation slides
- may contain mind maps of ideas and information on generic principles arising from the scenario and the unit content.

During the monitored preparation sessions, any materials being used by learners must be collected in at the end of each session, stored securely and handed back at the beginning of the next session. Learners' prepared notes should be retained by the centre between the monitored sessions and the supervised assessment.

The set task is completed in five hours under **formal supervision**.

Learners must have access to their notes from the monitored preparation period and a computer.

Teachers/tutors should note that during the monitored preparation period:
- learners should not be given any direct guidance or other prepared materials
- learners should not be given any support in writing or editing notes
- all work must be completed independently by the learner.

Maintaining security during the supervised assessment period

- Learners are not permitted to have access to the internet or other resources.
- Learner notes must be checked to ensure that they comply with the requirements.
- User areas must only be accessible to the learners and to named members of staff.
- Learners can only access their work under supervision.
- Any materials being used by learners must be collected in at the end of each session, stored securely and handed back at the beginning of the next session.

Learner notes should be retained by the centre after the completion of the supervised assessment and may be requested by Pearson.

Outcomes for submission

Each learner must submit **four** pieces of work, exported to a digital folder:

- a project plan
- a budget
- a rationale
- a presentation of 6–10 slides, with presenter notes.

A Learner Authentication and Record Form must be submitted for each learner. Learner notes from the monitored preparation period do not need to be submitted with the final outcomes to Pearson.

All learner work must be completed independently and authenticated by the teacher/ tutor before being submitted to Pearson by Tuesday 25 January 2022.

Instructions for Learners

Read the set task information carefully.

You will be given **three hours** of **monitored preparation** ahead of the supervised assessment sessions to review the information provided in this booklet and carry out research activities. Your teacher/tutor will advise you of the scheduled sessions for this work.

During the three hours of monitored preparation you will have access to the internet to research requirements and costings. You are allowed to prepare up to four sides of A4 notes to use during the supervised assessment sessions. These will be collected in by your teacher/tutor at the end of each session, stored securely and handed back to you at the beginning of the next session. Only the notes that you produce in the monitored preparation sessions may be used in the supervised assessment task.

Your notes must be your own work and:

- should be written in bullet point form
- must not contain full sentences or extended writing
- must not contain pre-prepared wording for the presentation slides
- may contain mind maps of ideas and information on generic principles arising from the scenario and the unit content.

The **set task** is completed over **five hours** under formal supervision and your work will be kept securely during any breaks taken.

During the five hours of supervised assessment you will have access to your notes and a computer, but you will not have access to the internet.

You must plan your time and be prepared to submit all the required evidence by the date specified.

You must work independently throughout the monitored and supervised assessment periods and must not share your work with other learners.

Outcomes for submission

You will need to submit **four** pieces of work, exported to a digital folder:

- a project plan
- a budget
- a rationale
- a presentation of 6–10 slides, with presenter notes.

You must also submit a Learner Authentication and Record Form. Your notes from the monitored preparation period do not need to be submitted with the final outcomes to Pearson, but they will be kept by your centre.

Set Task Brief

New grants available from the Music Booking Agency Foundation

Start your own music booking agency with help from the Music Booking Agency Foundation.

The Music Booking Agency Foundation has announced that grants of £2000 are available to support the creation of new music booking agencies.

Grants will be awarded to help the start-up and initial running of new agencies.

The demand for live music and performances is growing. This demand provides opportunities for entrepreneurs with good music industry knowledge who can source talented artists and match them with great performance opportunities.

Anyone interested in starting their own music booking agency should submit a proposal to the Music Booking Agency Foundation. Your proposal must include a project plan, budget and rationale to explain your ideas and how you will make your music booking agency a success.

Please also prepare a pitch/presentation to present to a representative from the Foundation.

The Music Booking Agency Foundation supports the work of music booking agents in the UK. The Foundation is offering grants of £2000 to help entrepreneurs start new music booking agencies.

To apply for the grant, applicants should submit a proposal to the Music Booking Agency Foundation. The proposal must include a project plan, budget, rationale and a pitch/presentation so applicants can outline their ideas and explain how they would make their music booking agency a success.

Successful proposals would explain how the applicant plans to scout for suitable artists to add to their agency. Details should also be provided of how the applicant would source a range of appropriate paying performance opportunities for these artists. These performance opportunities can be gigs/concerts, festivals and other appearances. The applicant needs to consider carefully the setting of fees for performers and how the music booking agency generates income.

The Foundation has asked applicants to provide a draft schedule for the first eight weeks, outlining the steps they would take to get the music booking agency up and running. A plan for the following four months should also be included, indicating how applicants expect their agency to grow and become successful. Applicants also have to show some understanding of the contracts required between the agency and the booking clients such as a venue or an event organiser, as well as any other relevant legal requirements.

A successful booking agent would need to make sure they have some creative ideas to launch and promote their agency. They would also need the skills to network effectively. They might also consider whether they should specialise in a particular style of music or type of performer, or whether it would be better to have a range of different artists on their books.

Set Task

You must complete ALL activities within the set task.

You are preparing a proposal to start your own music booking agency.

To prepare your proposal you will need to complete the following four activities.

Activity 1: Project plan

Produce a project plan for the setting up and initial running of your music booking agency.

When producing the project plan, you need to address the following key areas.

- An outline of your ideas for your music booking agency, including:
  - the number of artists you would hope to sign up at first
  - whether you would specialise in a particular style of music or type of performer
  - the ways you would scout suitable artists
  - your ideas for finding performance opportunities for your artists
- Details of contract terms to be included in the contracts between you and the booking client, e.g. a venue or an event organiser
- Creative ideas for networking and promoting your agency
- A draft schedule for the first eight weeks of your agency, including:
  - setting up the business
  - scouting and signing your first artists
  - finding work for your artists
- An outline of your plans to develop the music booking agency over the following four months
- A consideration of any relevant legal requirements.

(Total for Activity 1 = 20 marks)

Activity 2: Budget

Give estimated profits for the first six months of your booking agency.

You should justify these estimated profits in relation to:

- the costs to set up the agency, incorporating the grant
- the monthly costs to run the business
- the amount of income generated from artist performances
- your own commission.

(Total for Activity 2 = 15 marks)

Activity 3: Rationale

Explain the rationale behind your decisions for this project.

You should:
- explain your strategy for the number of artists you hope to sign up
- justify your decisions for whether or not to specialise in a certain style of music or type of performer
- discuss your ideas for finding work for your artists
- discuss your creative strategy to network and to promote your agency.

(Total for Activity 3 = 20 marks)

Activity 4: Pitch/presentation

Devise a pitch/presentation of 6–10 slides, with accompanying brief presenter notes/prompts.

Your presentation should be directed to a Music Booking Agency Foundation representative with the aim of securing a grant for £2000 to help start your music booking agency.

Your presentation should include:
- an explanation of your proposed artists
- an outline of expected venues and performance opportunities
- a summary of your creative promotional ideas and how these ideas would benefit the music booking agency
- a summary of costs and income, showing that the agency would be profitable after six months.

(Total for Activity 4 = 15 marks)

TOTAL FOR TASK = 70 MARKS